

# 2014 Love Promise Launch Deliverables: Participation

S.Com FMA

The screenshot shows the Subaru website interface. At the top, there is a navigation bar with links for 'For Owners', 'Customer Support', and 'Search'. Below this is the Subaru logo and a secondary navigation bar with links for 'Vehicles', 'Shopping Tools', 'Why Subaru', 'Build Your Own', and 'Find a Dealer'. The main content area features a large banner for the 2015 Subaru Legacy with the headline 'Introducing the all-new 2015 Subaru Legacy. More than a sedan. It's a Subaru.' and a 'Learn More' button. Below the banner is a row of eight car models with their starting prices: BRZ (\$XX,XXX\*), Impreza (\$XX,XXX\*), WRX / STI (\$XX,XXX\*), Legacy (\$XX,XXX\*), Forester (\$XX,XXX\*), XV Crosstrek (\$XX,XXX\*), Outback (\$XX,XXX\*), and Tribeca (\$XX,XXX\*). At the bottom, there are three buttons: 'Dealer Inventory', 'Special Offers', and 'Request a Quote'. A small promotional banner for 'THE SUBARU LOVE PROMISE' is also visible, featuring the text 'Introducing the Subaru Love Promise, our pledge to do right.' and a small image of a dog.

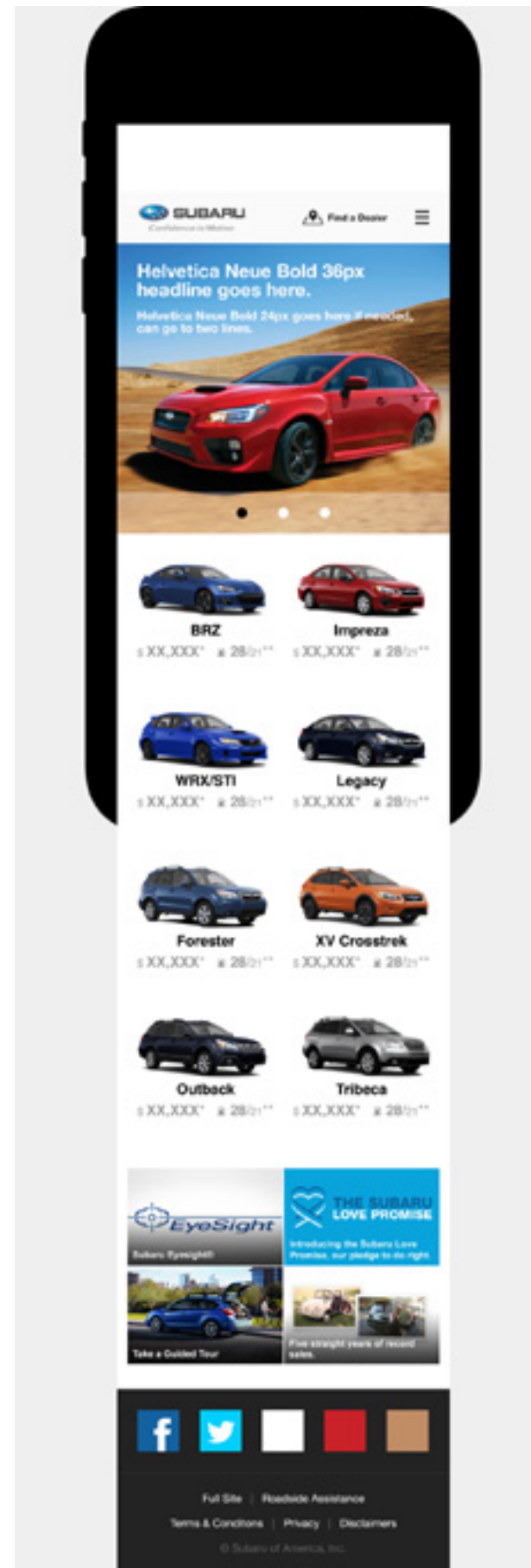
282x160

**THE SUBARU  
LOVE PROMISE**

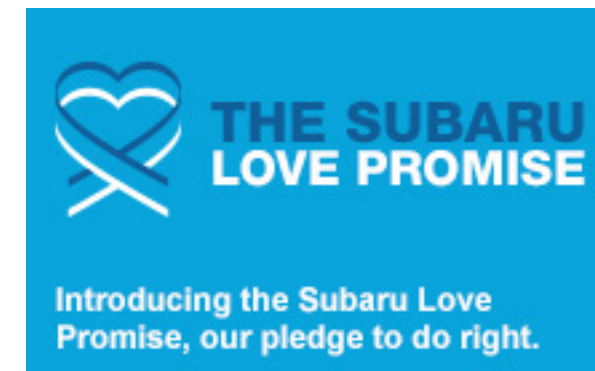
Introducing the Subaru Love Promise, our pledge to do right.

# 2014 Love Promise Launch Deliverables: Participation

S.com Mobile FMA



282x160



## 2014 Love Promise Launch Deliverables: Participation

Subaru Owner Email

SUBARU OWNER EMAIL

SUBJECT LINE:

Introducing the Subaru Love Promise

MASTHEAD HEADLINE:

Our pledge to do right, always.

EMAIL BODY:

Dear [name],

We believe in making the world a better place. It's why we build fuel-efficient vehicles in eco-friendly plants. It's why, over the past 20 years, we've donated more than \$50 million to causes we all care about.

And it's why we created the Subaru Love Promise. It's a pledge to do right in the places where we do business and in the communities in which we all live. We've signed it, and throughout the country, our retailers are doing the same.

CTA:

Learn more about the Love Promise



# THE SUBARU LOVE PROMISE

Our pledge to do right, always.

Dear [name],

We believe in making the world a better place. It's why we build fuel-efficient vehicles in eco-friendly plants. It's why, over the past 20 years, we've donated more than \$50 million to causes we all care about.

And it's why we created the Subaru Love Promise. It's a pledge to do right in the places where we do business and in the communities in which we all live. We've signed it, and throughout the country, our retailers are doing the same.

[Learn more about the Love Promise](#)

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# 2014 Love Promise Launch Deliverables: Participation

Service Media Center

Version 01

600x680



# 2014 Love Promise Launch Deliverables: Participation

## Facebook Cover Photo and Feature Photo

### Version 01

This screenshot shows the Facebook page for Subaru of America, Inc. in Version 01. The cover photo is a solid blue rectangle. On the left is the Subaru logo with the tagline "Confidence in Motion". To the right is a white heart icon formed by two overlapping blue ribbons. Next to it, the text reads "THE SUBARU LOVE PROMISE" in large white letters, followed by "Introducing the Subaru Love Promise, our pledge to do right, always." Below the cover photo is a navigation bar with "Timeline", "About", "Photos", "Commercials", and "More". The left sidebar shows "1,963,375 likes" and a list of apps including "Commercials", "Dynamic Brochures", and "Dear Subaru". The main content area features a post from "Subaru of America, Inc." with the text: "We're proud to announce the Subaru Love Promise, our commitment to play an active role in the world, and our community." Below the text is a smaller version of the blue cover photo.

### Version 02

This screenshot shows the Facebook page for Subaru of America, Inc. in Version 02. The cover photo is identical to Version 01. The main content area features a post from "Subaru of America, Inc." with the same text as in Version 01. Below the text is a feature photo showing a man in a plaid shirt holding a young child, with two other children standing in front of a silver Subaru car. At the bottom of the feature photo, there is a small version of the blue cover photo with the text "Introducing the Subaru Love Promise, our pledge to do right, always." and the Subaru Love Promise logo.

# 2014 Love Promise Launch Deliverables: Participation

## Twitter Cover Photo and Feature Photo

### Version 01

The screenshot shows the Subaru Twitter profile page with Version 01 of the cover photo. The cover photo is a solid blue rectangle with a white heart logo on the left and the text "THE SUBARU LOVE PROMISE" in large white letters. Below the logo, it says "Introducing the Subaru Love Promise, our pledge to do right, always." The Subaru logo and "SUBARU Confidence in Motion" are in the bottom left. The profile bio and statistics are visible below the cover photo. The main tweet area shows a tweet from Subaru (@subaru\_usa) dated 17h, with the text "We're proud to announce the Subaru Love Promise, our commitment to play an active role in the world, and our community." Below the text is a smaller version of the blue cover photo. To the right of the tweet is a "Sign up for Twitter" form with fields for Full name, Email, and Password, and a yellow "Sign up for Twitter" button. Below the form is a "Worldwide Trends" section with links to "Germany 4-0 Portugal", "#kurtpope", "#ALLPOR", and "#4-11-14".

### Version 02

The screenshot shows the Subaru Twitter profile page with Version 02 of the cover photo. The cover photo is identical to Version 01. The main tweet area shows a tweet from Subaru (@subaru\_usa) dated 17h, with the text "We're proud to announce the Subaru Love Promise, our commitment to play an active role in the world, and our community." Below the text is a feature photo showing a man and a child standing next to a silver Subaru car. The photo has a white overlay with the text "Introducing the Subaru Love Promise, our pledge to do right, always." and the Subaru Love Promise logo. Below the feature photo is a smaller version of the blue cover photo. The rest of the page, including the profile bio, statistics, and "Sign up for Twitter" form, is identical to Version 01.

# 2014 Love Promise Launch Deliverables: Participation

Banner Copy and Animation Direction

FRAME 1:

HEADLINE:

We're committed to

FRAME 2:

Dissolve through the five passion point logos.

HEADLINE:

We're committed to

SUBHEADS:

Animals  
The environment  
Education  
Community  
Health

FRAME 8:

The health logo dissolves to the Love Promise logo.

FRAME 10:

SUBHEAD:

Our commitment to do right, always.

CTA:

Learn more

# 2014 Love Promise Launch Deliverables: Participation

160x600 Banners Version 02



Frame 01

Frame 02

Frame 03

Frame 04

Frame 05

Frame 06

Frame 07

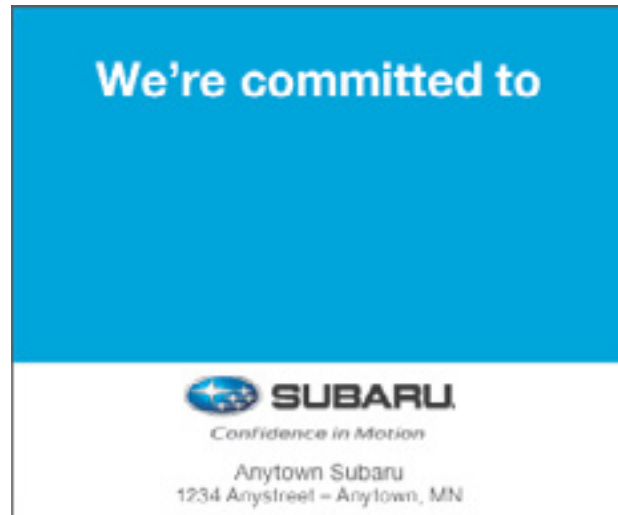
Frame 08

Frame 09

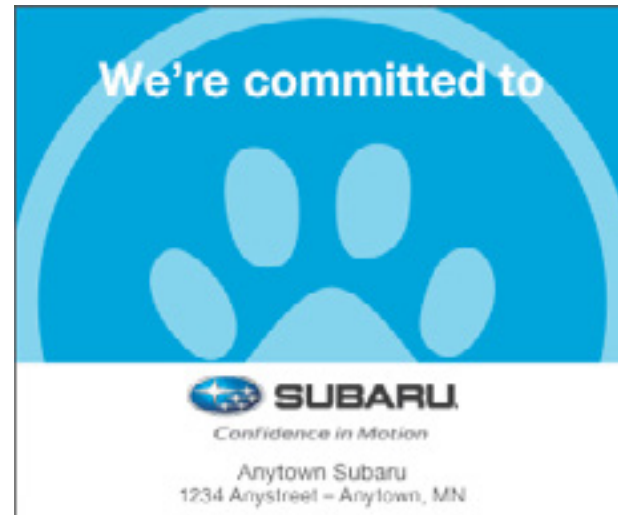
Frame 10

# 2014 Love Promise Launch Deliverables: Participation

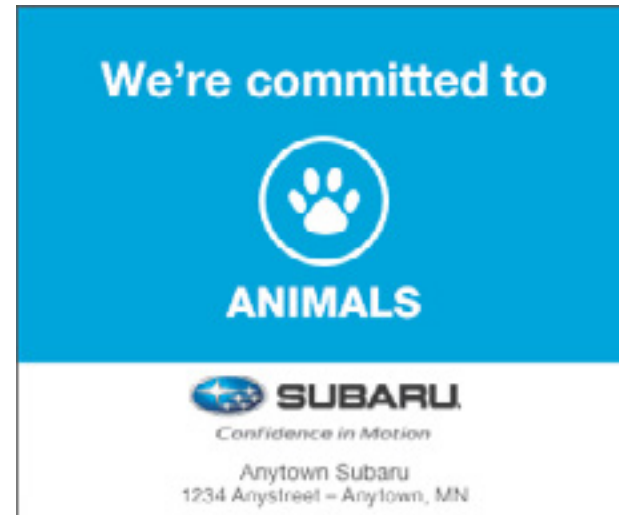
300x250 Banners Version 02



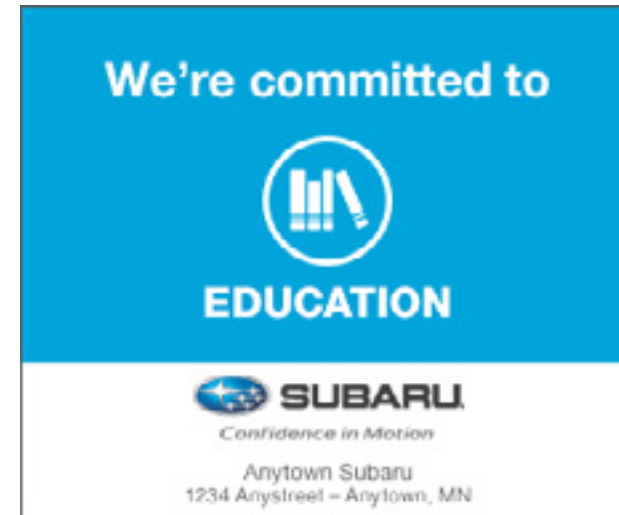
Frame 01



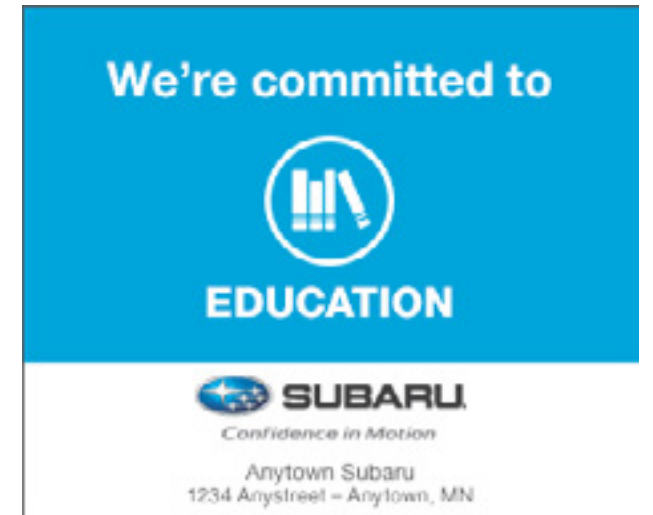
Frame 02



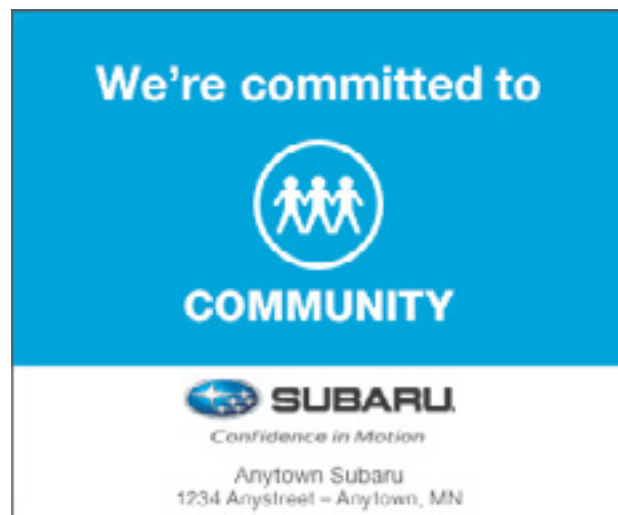
Frame 03



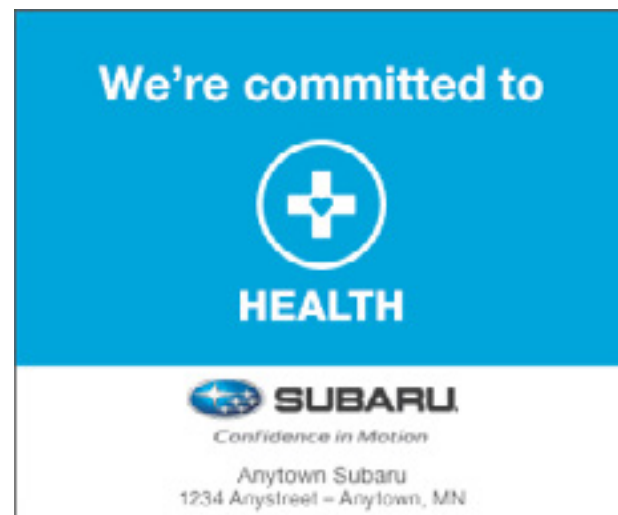
Frame 04



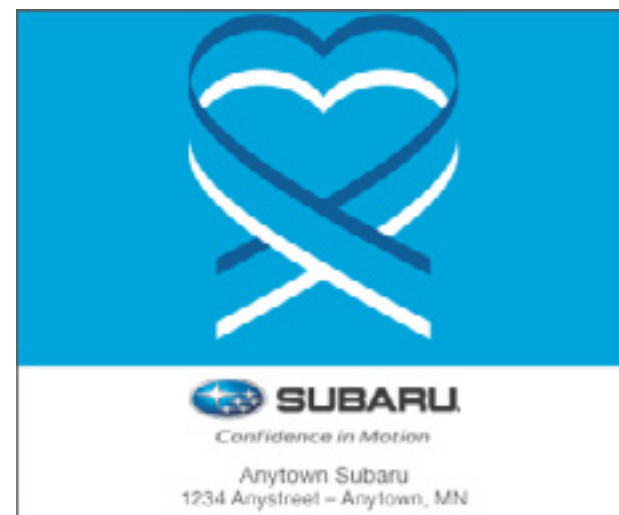
Frame 05



Frame 06



Frame 07



Frame 08



Frame 09



Frame 10

# 2014 Love Promise Launch Deliverables: Participation

728x90 Banners Version 02

Frame 01

<p>We're committed to</p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
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Frame 06

<p>We're committed to  <b>COMMUNITY</b></p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
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Frame 02

<p>We're committed to </p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
--	--

Frame 07

<p>We're committed to  <b>HEALTH</b></p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
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Frame 03

<p>We're committed to  <b>ANIMALS</b></p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
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Frame 08

	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
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Frame 04

<p>We're committed to  <b>ENVIRONMENT</b></p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
--	--



Frame 09

 <b>THE SUBARU LOVE PROMISE</b>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
--	--

Frame 05

<p>We're committed to  <b>EDUCATION</b></p>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
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Frame 10

 <b>THE SUBARU LOVE PROMISE</b> Our commitment to do right, always. <a href="#">Learn More</a>	 <p><b>SUBARU</b> <i>Confidence in Motion</i></p> <p>Anytown Subaru 1234 Anystreet Anytown, USA</p>
--	--

## **2014 Love Promise Launch Deliverables: Participation**

Banner Animation Direction

### **ANIMATION DIRECTION**

FRAME 1: Copy appears with ad.

FRAME 2: Animal logo and tagline appear large and fade in

FRAME 3: Animal logo and tagline shrink and increase opacity, resolve in place.

FRAMES 4 - 7: Tenet logos and taglines cycle through, fade out after Frame 7.

FRAME 8: Logo fades in (large) replacing Tenet logo and copy.

FRAME 9: Subaru Love Promise headline fades in below logo.

FRAME 10: Logo and headline shrink and resolve to top placement, tagline and CTA fade in.



**THE SUBARU  
LOVE PROMISE**

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**AWARD RECIPIENT**

**We're honored that one of our Love Promise stories  
was selected to receive national recognition.**

## 2014 Love Promise Launch Deliverables: Winners

Digital Showroom Animation



**THE SUBARU  
LOVE PROMISE  
AWARD RECIPIENT**



**We're honored that one of our Love Promise stories was selected to receive national recognition.**

# 2014 Love Promise Launch Deliverables: Winners

Facebook Cover Photo and Feature Photo

Version 01

This screenshot shows the Facebook page for Subaru of America, Inc. The cover photo is a blue banner with the Subaru logo on the left, a heart-shaped ribbon graphic, and the text "THE SUBARU LOVE PROMISE Award Recipient". Below the banner, the text reads: "We're honored that one of our Love Promise stories was selected to receive national recognition." The page has 1,963,375 likes. The feature photo is a blue banner with the same heart-shaped ribbon graphic and text: "THE SUBARU LOVE PROMISE AWARD RECIPIENT". Below this, it says: "We're honored that one of our Love Promise stories was selected to receive national recognition." The page also shows a post from Subaru of America, Inc. dated 15 hours ago with the text: "We've always been active in our community. It looks like the world has noticed." The page layout includes sections for PEOPLE, ABOUT, APPS, and PHOTOS.

Version 02

This screenshot shows the Facebook page for Subaru of America, Inc. The cover photo is a blue banner with the Subaru logo on the left, a heart-shaped ribbon graphic, and the text "THE SUBARU LOVE PROMISE Award Recipient". Below the banner, the text reads: "We're honored that one of our Love Promise stories was selected to receive national recognition." The page has 1,963,375 likes. The feature photo is a photograph of five people (three women and two men) standing together. Overlaid on the photo is a blue banner with the text: "SUBARU share the love EVENT". Below this, it says: "We're honored that one of our Love Promise stories was selected to receive national recognition." The page also shows a post from Subaru of America, Inc. dated 15 hours ago with the text: "We've always been active in our community. It looks like the world has noticed." The page layout includes sections for PEOPLE, ABOUT, APPS, and PHOTOS.

# 2014 Love Promise Launch Deliverables: Winners

## Twitter Cover Photo and Feature Photo

### Version 01

This screenshot shows the Twitter profile page for Subaru (@subaru\_usa) with Version 01 of the cover photo and feature photo. The cover photo is a solid blue rectangle with the Subaru logo on the left, a large white heart icon, and the text "THE SUBARU LOVE PROMISE" in large white letters. Below this, it says "Award Recipient" and "We're honored that one of our Love Promise stories was selected to receive national recognition." The profile picture is the Subaru logo with the tagline "SUBARU. Confidence in Motion". The bio states: "Official Twitter for Subaru of America. For customer service inquiries we're happy to assist at 1-800-SUBARU.S. Corporate HQ, Cherry Hill, NJ @subaru.com Joined September 2008". The stats show 7,289 tweets, 278 photos/videos, 8,842 following, 188K followers, and 749 favorites. The main tweet from @subaru\_usa - 17h says: "We've always been active in our community. It looks like the world has noticed." Below the tweet is a blue banner with the Subaru Love Promise logo and the text "AWARD RECIPIENT" and "We're honored that one of our Love Promise stories was selected to receive national recognition." To the right of the tweet is a "Sign up for Twitter" form with fields for Full name, Email, and Password, and a yellow "Sign up for Twitter" button. Below the form are "Worldwide Trends" for "Germany 4-0 Portugal", "#kuruspe", "#ALLPOR", and "#1-inn". The feature photo below the tweet shows a woman in a field with a Subaru car.

### Version 02

This screenshot shows the Twitter profile page for Subaru (@subaru\_usa) with Version 02 of the cover photo and feature photo. The cover photo is identical to Version 01. The profile picture and bio are also identical. The stats are the same. The main tweet from @subaru\_usa - 17h is identical. However, the feature photo below the tweet is different. It shows a group of five people (three men and two women) in a professional setting. A blue banner is overlaid on the photo with the text "Share the love" and "We're honored that one of our Love Promise stories was selected to receive national recognition." To the right of the feature photo is a "Sign up for Twitter" form, identical to the one in Version 01. Below the form are "Worldwide Trends" for "Germany 4-0 Portugal", "#kuruspe", "#ALLPOR", and "#1-inn".


# 2014 Love Promise Launch Deliverables: Winners

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**THE SUBARU LOVE PROMISE**

**Award Recipient**

We're honored that one of our Love Promise stories was selected to receive national recognition.

